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U. S. Department of Agriculture

Butter and Cheese

Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, Wallace Kadderly, Radio Service, and Mrs. John C. Goodwin, a housewife in the Department of Agriculture's portion of the National Farm and Home Hour, Monday, May 3, 1943, over stations associated with the Blue Network.

--ooOoo--

WALLACE KADDERLY: Here in the studio with me today are two women - one of whom you all know - Ruth Van Deman. And one who's been on the listening end of our program until now, Mr. John C. Goodwin, a housewife who lives here in Washington.

RUTH VAN DEMAN: Mrs. Goodwin, it's very nice of you to take time to visit the Farm and Home Hour.

MRS. GOODWIN: I'm one of your regular listeners. I always turn on the Farm and Home Hour - whether I'm mending, ironing, cleaning, or what.

KADDERLY: In fact, it was one of our broadcasts, Ruth, that brought Mrs. Goodwin here today.

VAN DEMAN: Oh? How's that?

MRS. GOODWIN: Do you remember a broadcast you and Mr. Kadderly did - oh, about six weeks ago? You talked about cheese. How a lot of cheese would be set aside for the Government to send to our boys in the service - and to our Allies.

VAN DEMAN: Yes - I remember, yes.

MRS. GOODWIN: I think one of you said that the amount of cheese set aside would be fifty percent - half the American cheese produced this year.

VAN DEMAN: Yes --

MRS. GOODWIN: You know, last night at supper my husband tried to tell me that now seventy percent of the cheese is being set aside for our armed forces and Allies. Twenty percent more! Well, what I want to know is -- who's right? My husband says that he is -- says he heard it on the radio.

VAN DEMAN: So you came up here to get it straightened out.

MRS. GOODWIN: That's it.

VAN DEMAN: Well, Mrs. Goodwin, both you and your husband are right. Or at least you were right. The amount of cheese being set aside for Army and Navy and Lend-Lease was fifty percent when that Government order first came out in February.

MRS. GOODWIN: I thought so.

KADDERLY: But now that order's just been changed. For the next three months, seventy percent of all the American cheddar cheese we produce will be set aside for our armed forces and Allies.

(over)

VAN DEMAN: And fifty percent of all butter. It used to be thirty percent of the butter. But now both the butter and cheese set aside are increased twenty percent.

MRS. GOODWIN: Why is that?

KADDERLY: Because these next three months are the time of our greatest production of cheese and butter. While we're producing more, it makes sense to set aside more. Then next winter when production is down we'll have supplies to draw on for the Army, Navy, and Lend-Lease.

MRS. GOODWIN: I see. Then this new order doesn't mean that we civilians will get less butter and cheese than we would have got under the old order?

KADDERLY: Unless something unexpected happens, we should all get just as much butter and cheese -- figured over the whole year -- as we would have under the other plan.

VAN DEMAN: This new plan is to avoid a scarcity of cheese and butter, such as we civilians had last winter. Remember -- some stores ran out of butter?

MRS. GOODWIN: Do I! I couldn't get any for days, and my husband was very unhappy.

VAN DEMAN: Well, at least you can buy him his fair share now, under rationing. But both butter and cheese have high point values. That shows we haven't a scrap to waste.

MRS. GOODWIN: I never waste any butter. If there's ever any left on plates, I scrape it together and put it in the refrigerator -- to use in cooking.

VAN DEMAN: That's smart. And -- do you keep it covered?

MRS. GOODWIN: Oh, sure -- I always cover butter. Keep it from tasting and smelling like the other food. I get a lot of my ideas right straight from your program. I often write in for the leaflets you offer, too.

VAN DEMAN: Good. I'm glad to know we help.

MRS. GOODWIN: But there was one leaflet -- you mentioned it on that cheese program -- but I never did get around to writing in for it, and I've been kicking myself ever since. It was one with cheese recipes -- how to use cheese in your meals?

VAN DEMAN: Do you use cheese in your meals, Mrs. Goodwin?

MRS. GOODWIN: Well, when we have apple pie --

VAN DEMAN: But cheese is much more than just something to serve with pie. Cheese -- mixed with noodles, or eggs, or vegetables -- can make the main dish of a meal when you don't serve meat. Cheese has in it a lot of the same food value as meat, you know.

MRS. GOODWIN: I know. And I'd like to have those recipes right in my kitchen.

VAN DEMAN: Mrs. Goodwin, if you were a listener today, instead of being right here with us, I'd say just drop a postcard to the Bureau of Human Nutrition and Home Economics--Department of Agriculture, Washington, D. C.

MRS. GOODWIN: Ask for the cheese leaflet?

VAN DEMAN: That's right. And while you're thinking about cheese, Mrs. Goodwin, think about other kinds besides American cheddar. There's cottage cheese, you know--and cream cheese, blue mold--

MRS. GOODWIN: And they aren't rationed, are they?

VAN DEMAN: No--soft cheeses aren't rationed, and they aren't being set aside, either, for shipment abroad--because they don't ship well.

MRS. GOODWIN: Fine. I will think about those other kinds of cheese.

VAN DEMAN: And above all--remember that cheese isn't just a little tidbit to add to the end of the meal. It's something to build meals around--something that can stand alone as a good, solid, nourishing food.

KADDERLY: (SINGING IT) "The cheese stands alone--
The Cheese stands alone--
Hi-ho the merry O--the cheese stands alone!"

VAN DEMAN: (LAUGHING) Guess we've made it the big cheese of this program, Wallace.

KADDERLY: And why not? If any of the rest of you Farm and Home friends would like a copy of this leaflet Mrs. Goodwin is getting--with tasty cheese recipes--send your name and address on a postcard to the Bureau of Human Nutrition and Home Economics--Department of Agriculture--Washington, D. C.

